

Station	WPGH-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA SERVICES	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		3299 K STREET NW, SUITE 200	Sales Office	() WASHINGTON
Product	FIGHT FOR THE DREAM		WASHINGTON, DC 20007	Salesperson	() KATHRYN SARDINSKY
Estimate#		Agency C/P1/P2/E			
Buyer	10/26/12-11/5/12	Flight Dates	10/27/2012 - 11/05/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/29-11/02	10P-11P	NEWS	:30	\$1,500.00	M-F	2	1	2	\$3,000.00
2	10/28-11/04	10A-11A	NEWS	:30	\$200.00	SU	1	2	2	\$400.00
3	10/28-10/28	1P-4P	STEELERS	:30	\$15,000.00	SU	1	1	1	\$15,000.00

---REPORT TOTALS---

Report Totals: 5 / \$18,400.00

---SALES MONTHLY TOTALS---

Oct 12:	2 / \$15,200.00	Nov 12:	3 / \$3,200.00
Sales Totals: 5 / \$18,400.00			
Station Totals: 5 / \$18,400.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$131,054	CABL	0%	KDKA	32%	UNKN	0%	WPCW	0%	WPGH	14%
		WPMY	0%	WPXI	32%	WTAE	20%				

Books	null
Demos	RA35+

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